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# REFERENCING

Always reference 'Allianz Inner Warrior' and 'Allianz Inner Warrior Camps' with the title partner listed.

For the benefit of doubt, Inner Warrior and Camps cannot be used and would be a breach of brand guidelines.

# TAGS

#### TITLE PARTNER HANDLES:

Instagram: @allianz\_uk
Threads: @allianz\_uk
Twitter: @allianzuknews
LinkedIn: Allianz Insurance

#### **OFFICIAL ALLIANZ INNER WARRIOR HANDLES:**

**Instagram:** @allianzinnerwarrior **Facebook:** Allianz Inner Warrior



### LOGO

The logos detailed here are the **only** logos that should be used to promote Allianz Inner Warrior. The Allianz Inner Warrior logo should only sit on white (for the Allianz blue version) or Allianz blue (for the white version. Colour values for Allianz Blue are:

R17 G51 B136 C100 M65 Y0 K15 HEX 003781 PANTONE 287C

These logos can be downloaded from the **resources** page here.



**NEGATIVE (WHITE)** 





### **TYPOGRAPHY**

The core England Rugby typeface is Tusker Grotesk, which is also used in the Allianz Inner Warrior brand. There are only two fonts within the typeface that should be used: **Tusker Grotesk Medium 3500** and **Tusker Grotesk Semibold 6600**. These should be used in tandem, with Medium 3500 for smaller display copy or subheadings, and Semibold 6600 used for larger display copy or headings. **Both should be used in all caps only.** 

One point of difference from the core England Rugby brand is that for headlines, the brand font should be **italicised (or skewed) by 10**°. In all other instances of typography, text should remain unitalicised.

# TUSKER GROTESK SEMIBOLD 6600

KERNING SET TO OPTICAL - TRACKING O

### TUSKER GROTESK SEMIBOLD 6600

KERNING SET TO OPTICAL - TRACKING 0 - ITALICISED 10 DEGREES

# TUSKER GROTESK MEDIUM 3500

KERNING SET TO OPTICAL - TRACKING O

# TUSKER GROTESK MEDIUM 3500

KERNING SET TO OPTICAL - TRACKING O - ITALICISED 10 DEGREES



# IMAGE BANK

A full, pre-treated image bank is available for Allianz Inner Warrior campaign assets. This can be found in the brand toolkit.





# IMAGE BANK







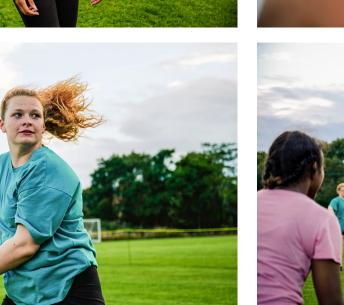


























### DESIGN BUILD

England Rugby logo. This must always be in mono white.

CTA in Tusker Grotesk 3500 and 6600.

Chevron graphic from England Rugby brand - this can be found in the brand toolkit. Chevrons should always be facing up.

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INNER WARRIOR

The grid layout is is a core element of Allianz Inner Warrior. There should always be **two action shots** (far left and bottom right) and a **textural**, **close up shot** (top left).

WARRIOR outline typography - this is available as an artworked PNG in the brand toolkit.

Deep purple to bright pink gradient.

Headline in Tusker Grotesk 3500 and 6600, in bright blue, italicised by 10 degrees. Allianz Inner Warrior logo tab.





### **ALTERNATIVE HEADLINES**

A selection of headlines are available to use in Allianz Inner Warrior creative as an alternative to the primary headlines used in the original key visuals.

### RECRUIT

FIND IT INSIDE OF YOU. THEN LEAVE IT ALL OUT THERE.

**CHALLENGE YOURSELF. TAKE ON RUGBY** 

FIND THE SPARK. PLAY THE GAME

YOUR ADVENTURE STARTS HERE

**QUEST FOR YOUR BEST** 

#### RETAIN

**FULL OF FIRE. READY FOR MORE.** 

THE TEAM NEEDS YOU. YOU NEED THE TEAM.





## **APPLICATIONS**





KEY VISUAL 1 KEY VISUAL 2





England Rugby